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Refer to guidance notes for completion of each section of the specification.

<b>Module Code:</b>	BUS7B24
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<b>Module Title:</b>	<b>Business Development Proposal</b>
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<b>Level:</b>	7	<b>Credit Value:</b>	60
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<b>Cost Centre(s):</b>	GABP	<b>JACS3 code:</b>	N000/100079
		<b>HECoS code:</b>	

<b>Faculty</b>	Faculty of Social & Life Sciences	<b>Module Leader:</b>	Rajendra Kumar
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Scheduled learning and teaching hours	30 hrs
Supervised learning eg practical classes, workshops	180 hrs
<b>Total contact hours</b>	<b>210 hrs</b>
Guided independent study	390 hrs
<b>Module duration (total hours)</b>	<b>600 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
MBA (top up)	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 24/04/2020

Version no: 1

With effect from: 24/04/2020

Date and details of revision:

Version no:

## Module Aims

The module aims to:-

- Provide students with a critical overview of Scenario Planning and Case Study Analysis and their application in the development of a Business Development Proposal to a “live” and launch stage.
- Provide an introduction to four scenario planning contexts in order that the student may apply these to their professional and career intentions and objectives. The Scenarios are:-
  - Scenario 1 - a company start up
  - Scenario 2 - as a current business owner
  - Scenario 3 - working in the current employee organisation
  - Scenario 4 - as a commercial or non-commercial organisation that is known to the candidate
- Provide students with specific opportunities to reflect upon and integrate the knowledge acquired in the modules forming the early stages of the programme within an employability and career development focussed learning framework
- Provide students with an opportunity to reflect upon and develop the ability to apply their knowledge to the analysis and solution of the kinds of business and management problems that are encountered in the developing a viable and persuasive business proposal
- Provide the student with the opportunity to develop the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors, peers, business professionals, and academic mentors;
- Provide the student with the opportunity to present a plan of action based on the research and speak persuasively with the respect to the feasibility of the action and the likelihood of it leading to business success.
- Provide a framework in which the topic of the Scenario when carried through to completion offer the students clear opportunities for New Venture start ups
- Provide a Major Project context which is based on the clear identification of business opportunity for the student and in which their formal report will be capable of being translated into a business venture proposal and able to be presented to investors for consideration for direct investment support.
- Provide a formal experience for students in the preparation and delivery of a business proposal and presentation which is suitable for presentation to business investors and for submission for financial support.
- Provide opportunities for students to solve cases/case study examples and justify the solutions that have been put forward from an available pool of different solutions.
- Provide opportunity for students to focus on decision making areas and ensuring that viability of responses becomes a key element of their skill sets
- Provide students with an introduction to the differential learning opportunities offered within retrospective, contemporary, and prognostic case study analysis and the evaluations which may be drawn from differing examples.

## Module Learning Outcomes - at the end of this module, students will be able to

1	Demonstrate applied knowledge, understanding and skills gained from a wider range of subjects and disciplines within the MBA programme.
2	Identify and critically evaluate a business opportunity and prepare a convincing business plan for a proposed new venture, based on an undertaking of a critical review of

	appropriate conceptual frameworks / theories relevant to the proposed venture.
3	Identify and critically appraise relevant methodologies and implement the research process to gather information from a variety of sources concerning data collection, interpretation and analysis within the appropriate theoretical framework or the business proposition.
4	Work independently in developing the business plan and show that he/she is able to formulate and present a feasible business proposal in a convincing and persuasive manner through the use of research, analysis, synthesis and the formation of critical judgements and conclusions.
5	Reflect on his/her own learning experiences and identify areas for further personal development in terms of knowledge, understanding and practical skills.

<b>Employability Skills The Wrexham Glyndŵr Graduate</b>	<b>I = included in module content A = included in module assessment N/A = not applicable</b>
<i>Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.</i>	
<b>CORE ATTRIBUTES</b>	
Engaged	
Creative	
Enterprising	
Ethical	
<b>KEY ATTITUDES</b>	
Commitment	
Curiosity	
Resilient	
Confidence	
Adaptability	
<b>PRACTICAL SKILLSETS</b>	
Digital fluency	
Organisation	
Leadership and team working	
Critical thinking	
Emotional intelligence	
Communication	
<b>Derogations</b>	
None	

<b>Assessment:</b>
Indicative Assessment Tasks: <i>Guidance: please ensure you add indicative word count and durations within the narrative body of this section</i>

Research reflection report – 2000-3000 words  
 Business Development Plan – 10000-12000 words

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	LO5	Report	20
2	LO1, LO2,LO3, LO4,	Business Development Plan	80

### Learning and Teaching Strategies:

Teaching is through supervisory meetings which will introduce the requirements of the module, and consider project development proposals, the theoretical framework and monitor progress with the project (usually 10 hours for group meetings and 20 hours individual sessions). In addition practical workshops support the collection and analysis of data (up to 180 hours).

### Syllabus outline:

How to generate new business ideas  
 Business start-up processes and key models  
 Statement of assumptions  
 Evaluate business opportunities and feasibilities and key business models  
 Conduct present market research and critically evaluate research methodologies and processes  
 Presenting business proposal and implementation plan  
 Identify limitations, resources implications and contingency plan

### Indicative Bibliography:

#### Essential reading

Sorensen, H.E. (2012) *Business development: a market oriented perspective*. Hoboken: John Wiley.  
 Burns, P (2013). *Corporate entrepreneurship: innovation and strategy in large organizations*. 3rd ed. Basingstoke: Palgrave Macmillan.  
 Schaufeld J. (2015) *Commercializing innovation: turning technology breakthroughs into products*. New York: Springer. e-book  
 Bryman, A. and Bell,E (2011) *Business Research Methods*, Oxford, OUP  
 Saunders, M.N.K., Lewis, P., and Thornhill, A. (2015) *Research methods for business students* 7th edn. Pearson

#### Other indicative reading

- Babbie, E. (2016), The Practice of Social Research, 14h edn. Cengage brain
- Bell, J and Waters, S (2018), Doing Your Research Project, 7th edn. Amacom
- Brace, I, (2018), Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research, 4<sup>th</sup> edn. Kogan Page
- Gray, D (2019). Doing Research in Business World, Sage Publications Ltd
- Bell, E, Bryman, A and Harley, B (2018). Business Research Methods 5th edn. OUP Oxford.
- Creswell, J W and Creswell, J D (2018), Research Design : Qualitative, Quantitative and Mixed Methods Approaches, 5<sup>th</sup> edn, Sage Publications
- Robson, C and McCartan, K. (2015), Real World Research 4th edn. John Wiley and Sons.
- Saunders, M, Lewis, P and Thornhill , A (2018). Research Method for Business Students, 7<sup>th</sup> edn, Pearson
- Jankowicz, A.D., (2004) Business research projects, 4th ed. Thomson Learning.
- Quinton S. and Smallbone T. (2006) Postgraduate Research in business: A Critical Guide (Sage Study Skills), SAGE
- 5 Tips to ensure your company's future with a relevant business development strategy:
- <https://www.imd.org/tbl/leadership-reflections/business-development-strategy/>